

Rep Order#	Ver#	Status	Traffic Order#	Printed:	1 of 5
6839731	3	Revised		10/08/2012 8:55 AM	5

**Last Received:** 10/03/2012 4:19 PM

### Showing Buylines: All Rep Revised Lines

<b>Station</b>	WAVY-TV NORFOLK, VA.	<b>Agency</b>	( ) CROSSROADS MEDIA	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) .AMERICAN CROSSROADS		66 CANAL CENTER PLAZA, SUITE 555	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	American Crossroads		ALEXANDRIA, VA. 22314	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Estimate#</b>	694				
<b>Buyer</b>	Stephanie Maroney	<b>Agency C/P1/P2/E</b>	11/27/694	<b>Salesperson Phone#</b>	215-567-6005
<b>Phone#</b>		<b>Flight Dates</b>	10/30/2012 - 11/05/2012	<b>Salesperson FAX#</b>	215-567-5938
<b>Fax#</b>		<b>Hiatus Weeks</b>			

**-- CONTRACT COMMENT --**

CLIENT: AMERICAN CROSSROADS SC=\*

**-- REMARKS --**

VER 3 ISSUE CXL LNS 4-5,9,19,29-30,35,38,44-45,50,54,60,64  
69-70,75,86-87  
CXL 1X IN LN 22  
ADD TO SKED LN 94  
REVISED TOTAL 28,165  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	F	5A-6A	WAVY NEWS-5A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	11/02-11/02	0	0	0	\$0.00	
	*5	M	5A-6A	WAVY NEWS-5A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	11/05-11/05	0	0	0	\$0.00	
	*9	F	6A-7A	WAVY NEWS-6A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,500.00	11/02-11/02	0	0	0	\$0.00	
	*19	F	430A-5A	WAVY NEWS-430A< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$125.00	11/02-11/02	0	0	0	\$0.00	

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### Showing Buylines: All Rep Revised Lines

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Station	WAVY-TV	NORFOLK, VA.
Advertiser	( )	AMERICAN CROSSROADS
Product	American Crossroads	
Estimate#	694	

**Station** WAVY-TV NORFOLK, VA.

**Advertiser** ( ) .AMERICAN CROSSROADS  
**Product** American Crossroads

Estimate# 694

**Buwer** Stephanie Maroney

Phone#

**Fax#**

Agency ( ) CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/694

**Flight Dates** 10/30/2012 - 11/05/2012

## Hiatus Weeks

Rep Firm

Sales Office (

Salesperson ( ) ANJIE BRADY

# Introduction

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*22	SA	7A-8A	WAVY NWS SAT7A Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$400.00	11/03-11/03	1	1	1	\$400.00	
	*29	F	9A-10A	TODAY SHW2-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	11/02-11/02	0	0	0	\$0.00	
	*30	M	9A-10A	TODAY SHW2-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
	*35	M	10A-11A	TODAY SHW3-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	11/05-11/05	0	0	0	\$0.00	
	*38	TH	12P-1P	WAVY NEWS10-NN< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	11/01-11/01	0	0	0	\$0.00	
	*44	F	1P-2P	DAYS-OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	11/02-11/02	0	0	0	\$0.00	
	*45	M	1P-2P	DAYS-OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	

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**EC'd** Yes

Ver# 3 Status Revised

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### Showing Buylines: All Rep Revised Lines

**Station** WAVY-TV NORFOLK, VA.  
**Advertiser** ( ) .AMERICAN CROSSROADS  
**Product** American Crossroads

**Station** WAVY-TV NORFOLK, VA.

Advertiser ( )	Product
AMERICAN CROSSROADS	American Crossroads

Estimate# 694

**Buyer** Stephanie Maroney

**Phone#**

Agency ( ) CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/694

**Flight Dates** 10/30/2012 - 11/05/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*50	M	2P-3P	DOCTORS< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	11/05-11/05	0	0	0	\$0.00	
	*54	F	3P-4P	MAURY POVICH< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	11/02-11/02	0	0	0	\$0.00	
	*60	M	4P-5P	ANDERSON< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	11/05-11/05	0	0	0	\$0.00	
	*64	F	5P-530P	WAVY NEWS10-5< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	11/02-11/02	0	0	0	\$0.00	
	*69	F	530P-6P	WAVY10NWS-5.30< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	11/02-11/02	0	0	0	\$0.00	
	*70	M	530P-6P	WAVY10NWS-5.30< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	11/05-11/05	0	0	0	\$0.00	
	*75	M	6P-630P	WAVY NEWS10-6< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,000.00	11/05-11/05	0	0	0	\$0.00	

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Product American Crossroads    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 694    Agency C/P1/P2/E 11/27/694    Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney    Flight Dates 10/30/2012 - 11/05/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

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	*86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	11/03-11/03	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	11/04-11/04	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*94	M	11A-12P		:30	\$215.00	11/05-11/05	1	1	1	\$215.00	
			Buyline Comment: HAMPTON ROADS SHOW									
			ADD TO SKED									
			Sales Remark: V3 ADD TO SKED									
			V3 Added									

--REPORT TOTALS--  
Report Totals: 2 / \$615.00

--SALES MONTHLY TOTALS--  
  
Nov 12: 64 / \$28,165.00  
Sales Totals: 64 / \$28,165.00  
Station Totals: 64 / \$28,165.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals				\$76,122	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
					WTVZ 0%	WVBT 13%	WVEC 23%		

--COMPETITIVE--  
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

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Product American Crossroads	ALEXANDRIA, VA 22314	Salesperson (    ) ANJIE BRADY
Estimate# 694	Agency C/P1/P2/E 11/27/694	
Buyer Stephanie Maroney	Flight Dates 10/30/2012 - 11/05/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CREDIT RISK ---  
CASH IN ADVANCE